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CBC-ROI Alberta Attitudes Survey January 2012



## MEDIA RELEASE #2 Voting Intentions

### February 3, 2012



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**"A majority of Albertans approve of Alison Redford's performance as Premier; Danielle Smith's approval ratings are also positive, but she trails her chief rival, especially among women"**

This survey was conducted for CBC Alberta by Return On Insight (ROI). Results are based upon a random representative public telephone survey with 803 Alberta adults, conducted between January 25<sup>th</sup> and January 31<sup>st</sup>, 2012. This representative cross-section of the opinions of 803 adult Albertans is accurate to within +/-3.5 percentage points at the 95% confidence level. In other words, if the entire adult population of Alberta had been surveyed, the results of such a census would not differ from this poll of 803 residents by more than plus or minus 3.5 percentage points, 19 times out of 20.

A poll of 803 Albertans conducted for the CBC by Return On Insight indicates that over half of Albertans (56%) think that Premier Alison Redford, who took over the job of PC Party leader and Premier in October 2011, is leading the Province in the right direction. One in five Albertans think she is leading Alberta in the wrong direction (21%), while one in four cannot yet say (23% unsure). These "right track" numbers are surprisingly similar to the sentiment at the outset of former PC leader Ed Stelmach's first term as Premier in January 2007 (54% right direction). [See Figure 1]

Almost six in ten Albertans (59%) approve of the job Alison Redford is doing as PC leader and Premier, compared to 46% who approve of Danielle Smith's performance as Wildrose leader, 39% approval for NDP leader Brian Mason, and 37% approval for new Liberal leader Raj Sherman. The new leader of the fledgling Alberta Party, Glenn Taylor, is relatively unknown in Alberta, with 59% being unable to offer an opinion about his leadership. [See Figure 2]

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Approval ratings of the party leaders do not differ substantially by region, with the exception of Edmonton, where Brian Mason's approval ratings (49%) exceed Danielle Smith's (42%). [See Figure 3] The most dramatic difference in leadership ratings is between men and women. Alberta's men rate Alison Redford (54% approval) and Danielle Smith (51%) at almost the same level; however, two out of three women (65%) give Alison Redford high marks, compared to only 41% who approve of Smith's job as leader of the Wildrose.

Bruce Cameron, President of ROI, who designed and analyzed the poll, noted:

*"Women in Alberta definitely like Alison Redford's performance more than Danielle Smith's. In fact, this gender gap is the biggest single factor in driving overall approval ratings of the PC Premier higher than her Wildrose opponent. "*

Despite this formidable lead among women voters, Alison Redford's approval ratings are similar to the ratings of Stelmach at the same point in his tenure as PC leader and Premier (59% Redford in January 2012 versus 57% Stelmach in January 2007). [See Figure 4] The same is true for Liberal leader Raj Sherman, who just assumed the post in September 2011, but has yet to substantially exceed previous Liberal leader Kevin Taft's approval ratings, which remained in the range of 38%. [See Figure 5]

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***Return On Insight*** is a strategic research consulting company with offices in Alberta and British Columbia Canada. ROI analyzes public opinion and explores consumer insights for public and private sector clients seeking to develop communications initiatives, improve brand positioning, and assess audience and stakeholder engagement efforts. **[www.returnoninsight.ca](http://www.returnoninsight.ca)**



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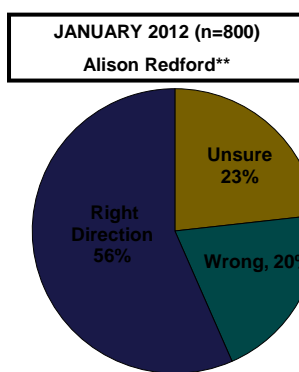
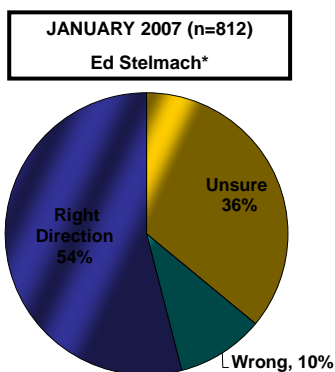
Figure 1



## Is the Alberta Government Leading in the Right or Wrong Direction?



Q13. "Alison Redford was elected leader of the PC Party of Alberta in October 2011. Since she has been elected do you think she has been leading the Province in the right direction, or the wrong direction?"  
[Asked about Ed Stelmach in January 2007, shortly after his December 2006 victory in the PC leadership race]



\*Stelmach elected leader Dec 3, 2006

\*\*Redford elected leader Oct 1, 2012

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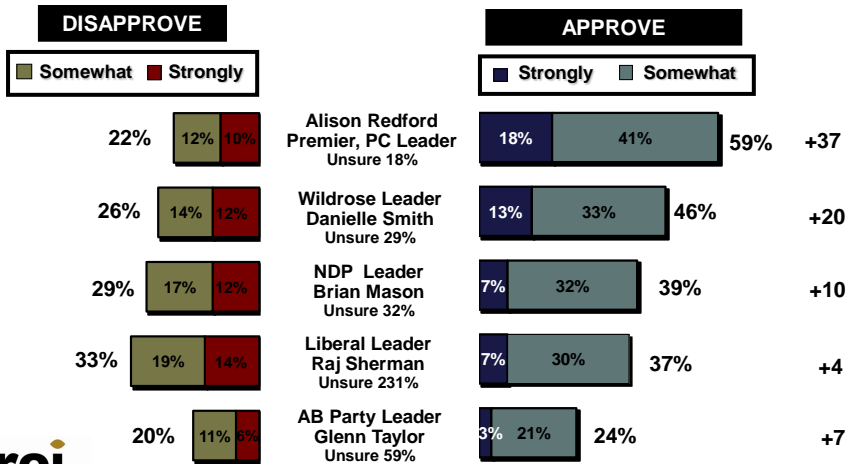
Figure 2



## Approval of Party Leader's Performance



"Based on what you have seen, read or heard, do you personally approve or disapprove of the performance of [READ AND RANDOMIZE LIST]? Is that strongly or somewhat?"



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Figure 3



## Leader Approval By Region and Gender



"Based on what you have seen, read or heard, do you personally approve or disapprove of the performance of [READ AND RANDOMIZE LIST]? Is that strongly or somewhat?  
[% who strongly or somewhat approve of performance]"

	<u>Total Albertans</u> (654)	<u>Calgary</u> (227)	<u>Edmonton</u> (205)	<u>Outside Major Cities</u> (221)	<u>Men</u> (328)	<u>Women</u> (346)
Approve of Redford	59%	63%	62%	54%	54%	65%
Approve of Smith	46%	51%	42%	45%	51%	41%
Approve of Mason	39%	34%	49%	34%	40%	38%
Approve of Sherman	37%	34%	41%	36%	32%	41%
Approve of Taylor	24%	24%	21%	27%	25%	23%

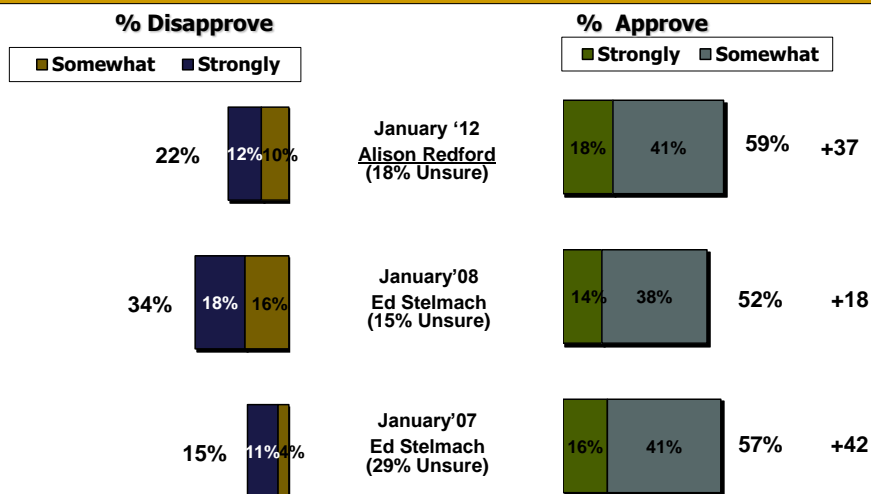
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Figure 4



## Performance Approval for PC Leaders



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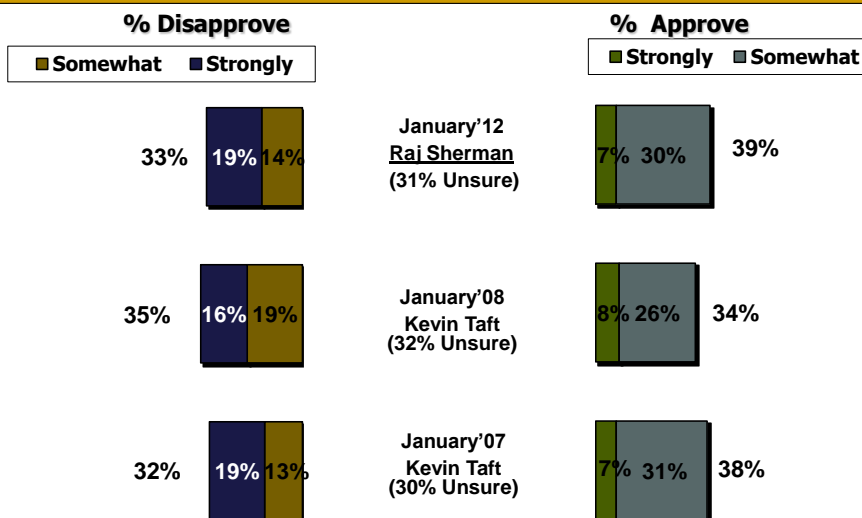


Figure 5



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## Performance Approval for Liberal Leaders



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